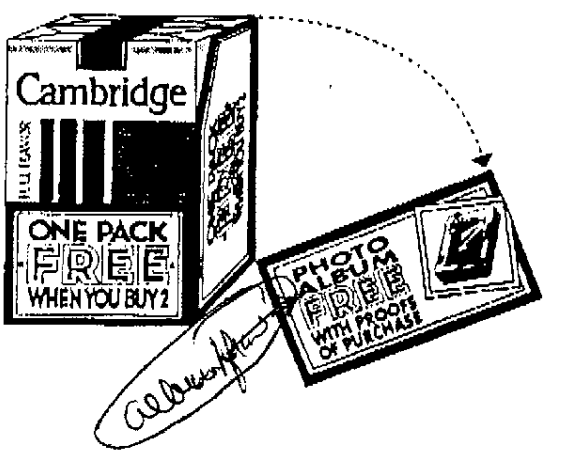
CAM Pack SC 11/18/93 6:06 PM Page 1

Cambridge

FREE PACK
with 2-Pack Purchase Purchase
Plus Bounce Back Offer for Free
Photo Album/Frame



Promotion Dates
February 28 - April 1, 1994

CAMBRIDGE PROFIT CALCULATOR

Retail/Pack	
- Cost/Pack	
= Gross Profit/Pack	
X Number of Packs	
= Total Profit	
Gross Margin (Gross Profit Per Pack / Retail)	%

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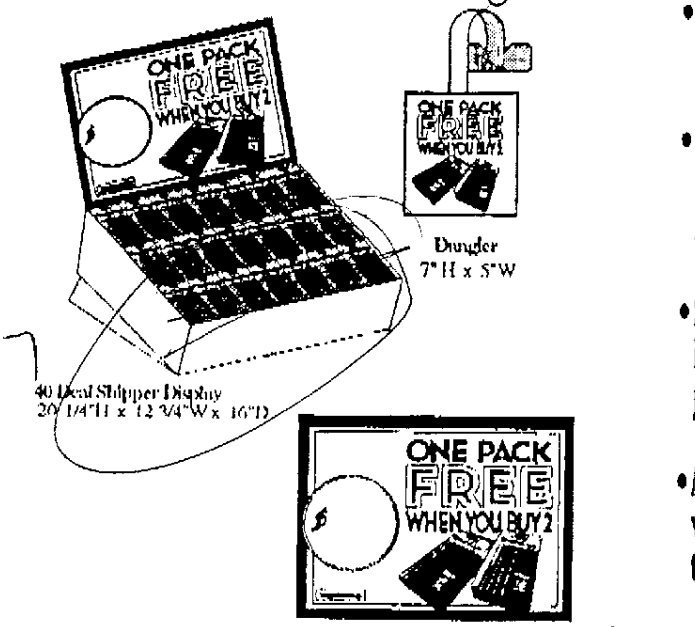
Source: https://www.industrydocuments.ucsf.edu/docs/jphm0004

CAM Pack 80 11/19/93 1:31 PM Page 2

FREE PACK!
with 2-Pack Purchase

Plus bounce back for a FREE Photo Album/Frame



Kit # XXXX 22202

•40 Deal Shipper Display, Poster, Dangler and 3-Pack sleeves

Cambridge

- Increase sales with this Free Pack Offer From Cambridge!
- Encourage repeat sales with the bounce back offer for a Free Photo Album/Frame with 10 pack UPC's.
- Strengthen the presence of Cambridge in your store with supporting point-of-sale pieces.
- Merchandise the display in a highly visible location for maximum sell through.

7 packs wide
2 packs high
9 packs deep

The display should reflect this

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Source: https://www.industrydocuments.ucsf.edu/docs/jphm0004